



# The Google Marketing Playbook to Grow Your Electrical Company

HOME SERVICES  
**MARKETING**

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# Introduction: *Why Google is Essential for Your Electrical Business*



When homeowners need an electrician, what's the first thing they do? Most likely, they head straight to Google. Millions of Canadians rely on Google daily to find services like electrical repairs, installations, and emergency fixes. It's by far the most popular way to find a new electrician.

With so many people searching for electrical services online, your company needs to stand out. Luckily, Google provides powerful tools to help you establish a strong online presence and connect with potential customers. When used effectively, these tools ensure that people who need your services can easily and consistently find you. However, if used incorrectly, they can lead to inefficiencies and wasted budget.

If you're new to setting up an online presence for your electrical company, don't worry. This guide will walk you through every step to help you maximize Google's tools for your business.

We'll start with setting up your Google Business Profile, followed by strategies to collect and manage customer reviews. We'll also explore how Google Ads, SEO, and Local Services Ads (LSAs) can help you dominate local search results and attract even more customers.

***Ready to dive in? Let's get started!***



# Chapter 1: Why You Need to Be at the Top of Google

To be noticed by potential customers, your electrical company needs to rank at the top of Google's search results. When people search for home services like electrical repairs or EV charger installations, they almost always choose from the first three businesses they see. If your company isn't one of them, you're likely missing out on valuable new customers.



The difference between ranking lower and being in the top three can mean going from just a few inquiries a week to receiving multiple calls every day. Over time, this will significantly increase your service inquiries and revenue. But how can you climb those rankings and attract more customers?

By mastering Google's tools and following the strategies outlined in this guide, your electrical company will gain the competitive edge it needs to be visible when it matters most.



## Chapter 2: *Why Google is Key for Electricians*

For electrical companies in Canada, Google should generate approximately 80% of your leads through your website and online channels. That's a huge portion of your business, which highlights just how crucial it is to optimize your presence on Google. There are four main tools that will help you rank in local search results, drive traffic, and improve lead generation:

1. Google Business Profile
2. Google Ads
3. Search Engine Optimization (SEO)
4. Local Services Ads (LSAs)

By mastering these tools, you'll increase both the quantity and quality of inquiries you receive, as well as improve engagement with your online platforms.







## Chapter 3: Google Business Profile – Your First Step

Setting up and optimizing your Google Business Profile is the first step to boosting your electrical company's visibility. Previously known as "Google My Business," this profile acts as a mini-website within Google, driving calls and inquiries directly from search results—and best of all, it's free!

*Why is Google Business Profile Important?*



Your Google Business Profile allows you to showcase your services, hours of operation, contact information, and more. It enhances your visibility in local searches and helps you rank higher in the Google Maps Pack, which is crucial for attracting local customers.

## Step 1: Setting Up Your Google Business Profile

Log into your **Google Business Profile**. If you haven't created one yet, visit [Google Business Profile Setup](#) to get started.

- **Complete All Sections:** Many electrical companies only fill in basic information like their name, location, and hours. But to stand out, you need to provide more. Fill in service categories, add a detailed description of your business, and list all your service areas.

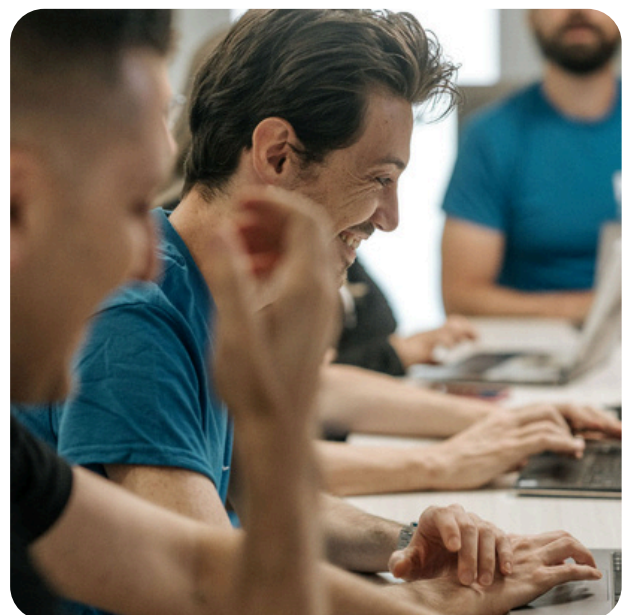
**Pro Tip:** Don't add extra keywords to your business name that aren't part of your official name. This could lead to penalties or even your profile being taken down by Google.

## Step 2: Adding More Business Categories

Most electricians select only their primary category, such as "Electrician." However, neglecting additional categories can be a missed opportunity. You want your business to appear when people search for services like "electrical panel upgrades" or "EV charger installation." Adding more categories helps Google understand the variety of services your company offers.

Suggested Categories for Electricians:

- Electrical Installation Service
- Electric Vehicle Charging Station Installer
- Lighting Contractor
- Solar Energy Equipment Supplier



### Step 3: Filling Out All Information

To maximize your visibility, ensure every available field in your profile is complete. This includes service descriptions, service areas, and verified business addresses.

- **Service Areas:** Be specific about where you operate to help Google show your profile to people searching in those areas.
- **Verified Business Address:** Using a precise location increases the chances of your profile appearing in local searches.

**Pro Tip:** Add tracking to your Google Business Profile by using a special link format (e.g., `example.com/?utm_source=googlebusinessprofile&utm_medium=Organic&utm_campaign=GoogleBusinessProfile`). This will allow you to track traffic from your Google Business Profile in Google Analytics.

### Step 4: Enhance Your Profile with Photos and Products

Customers are more likely to choose your electrical company if they feel they know who they're working with. Adding photos of your team, office, and work vehicles can make your business seem more approachable and trustworthy. For first-time customers, these visuals can make all the difference.

Upload at least three photos per section in your Google Business Profile, and choose your best image for the cover photo, as this will be shown in search results.



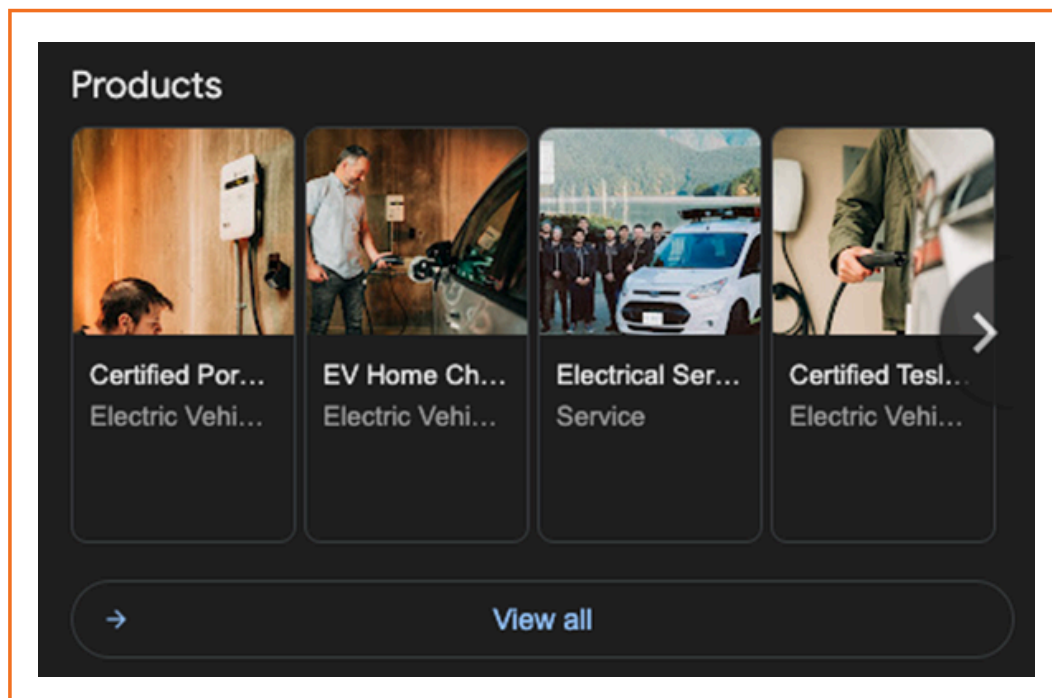
### **Pro Tip:** Maximize Your Google Business Profile with the Products Section

Even though electrical companies typically offer services rather than physical products, you can still take advantage of the Products section in your Google Business Profile to boost your visibility. This strategy gives your listing more prominence in search results by providing extra real estate and adding clickable images and buttons, making your profile stand out.

Here's how you can make it work for your business:

- 1. Set Up Service Lines as Products:** Treat each of your core services—such as electrical repairs, EV home charger installations, or lighting solutions—like a product. Add these to the Products section of your profile.
- 2. Create Service Categories:** Organize your services into clear categories like "Repairs," "Electric Vehicles," and "Lighting." Each category should have a corresponding image and description, leading to a specific landing page on your website for that service.

By doing this, you'll make it easier for potential customers to find and understand the full range of services you offer, ultimately leading to more inquiries and conversions.





# Chapter 4: Collecting Google Reviews

One of the most important aspects of your online reputation is your Google Reviews. These reviews are essentially modern-day word-of-mouth and play a huge role in influencing potential customers. They also affect your local search rankings—**businesses with more and better reviews rank higher.**



## How to Get Reviews

- **Generate a Review Link:** Log into your Google Business Profile and generate a custom review link to share with customers.
- **Create a QR Code:** Make it easy for customers to leave a review by creating a QR code that directs them to your review page. You can print this code or share it digitally.

**Pro Tip:** If reviews go missing due to Google's verification process, don't worry. Just keep getting more reviews. Always respond to both positive and negative reviews professionally.

## Asking for Reviews

While some customers will leave reviews without prompting, it's usually necessary to ask for feedback. Train your team to request a review once a job is completed, or set up automated email or text reminders a few days after service has been provided.

## Chapter 5: Google Ads - Fast, Effective Marketing

After setting up and optimizing your Google Business Profile, it's time to start using **Google Ads** to drive more leads. Google Ads allow your business to appear at the top of search results for relevant keywords. This is an effective way to get immediate visibility and attract more customers.



### *Types of Google Ads for Electricians:*

- **Search Ads:** These are text-based ads that appear at the top of search results.
- **Display Ads:** These visual ads appear on websites within Google's display network.
- **Map Ads:** These show your Google Business Profile on Google Maps.
- **Video Ads:** Ads that run on YouTube to raise awareness of your services.
- **Remarketing Ads:** Show ads specifically to people who have already interacted with your business in some way (such as visiting a specific website page).

## Creating a Google Ads Campaign

- 1. Create a Google Ads Account:** Head over to [Google Ads](#) and create your account.
- 2. Choose Keywords:** Focus on high-intent keywords like "electrician near me," "EV charger installation," or "emergency electrician."
- 3. Optimize Your Ad:** Your ad should stand out. Write a compelling headline like "Reliable Electrical Services in [Your City]."
- 4. Fill out the Description:** Highlight your expertise and what makes your services stand out from the competition.
- 5. Use Ad Extensions:** Add extras like links to your website, unique selling points (callouts), or even relevant images.

### **Pro Tip:** Set Up a Measurement Framework Before Launching Google Ads

Before you start spending on Google Ads, it's crucial to have a solid measurement framework in place. Make sure you're tracking key conversions, such as phone inquiries (especially for emergency electrical services) and form submissions from your website.

By feeding these results back into Google Ads, you can analyze your cost per conversion and cost per lead on a monthly basis. This allows you to optimize your campaigns effectively and avoid wasting budget. Without proper tracking, your ads might only generate awareness, leaving you with little to show in terms of actual leads or customers.

## Set Up Display Remarketing Campaigns

To take your marketing further and re-engage visitors who showed interest in non-urgent services—like EV or lighting installations—you can target them with display remarketing ads as they browse other websites. This strategy keeps your business top-of-mind for potential customers, even after they leave your site.

*Here's how to set up an effective display retargeting campaign:*

- 1. Set Up Display Ads:** Head over to the **Google Ads** platform and start a new display campaign.
- 2. Pick Your Media:** Google's built-in scanning functionality allows you to easily create image ads by pulling assets from your website. Ensure your ads are visually engaging and aligned with your branding.
- 3. Create Custom Audiences:** To remarket effectively, you need to gather data on your visitors. Use **Google Analytics** to create a custom audience based on user behavior. For example, you could target people who visited your EV page or returning users who have previously engaged with your site.

**Pro Tip:** After running your display remarketing ads for a while, review where they are showing. Check the placements section in Google Ads to see which websites are displaying your ads. Exclude any you don't want to appear on.



## Chapter 6: Search Engine Optimization (SEO)

**Search Engine Optimization (SEO)** is a powerful, long-term strategy that helps your website rank higher in Google search results. By optimizing your site with relevant keywords and high-quality content, you can drive organic traffic without paying for each click. For electrical companies, SEO helps ensure that your business ranks well for specific locations, services, and key terms that potential customers are searching for.

### *The Holy Trinity of SEO: Content, User Experience, and Links*

To succeed with SEO, you need to focus on three core areas: Content, User Experience, and Links.

- **Content:** Creating valuable, informative content is the most effective way to improve your SEO. Make sure your website includes original images (not stock photos), videos, and visually appealing branding, such as custom fonts and colors. High-quality content not only attracts visitors but also helps you rank higher in search engines.

Essential pages every electrical company website should have include:

1. Home Page
  2. Services Pages
  3. Location Pages
  4. Blogs
- **User Experience (UX):** A seamless user experience is critical. Your website should be easy to navigate with clear calls to action. For electrical companies, it's especially important that visitors can easily find your phone number for urgent situations, like emergencies involving loss of power.

**Pro Tip:** Make sure the mobile version of your website includes a sticky “Call Now” button that remains visible throughout the site. Since a significant portion of your traffic will come from mobile devices—especially during urgent situations—this feature makes it easy for users to contact you quickly. For non-urgent services, like lighting installations or rebate inquiries, ensure that it's simple for users to fill out a form on your site.

**Links:** Building links is the third pillar of SEO success. There are three types of links that you should focus on:

1. **Backlinks:** Links from other reputable websites to your site. These carry authority and help improve your rankings.
2. **External Links:** Links from your site to other websites, such as rebate programs or manufacturers like Porsche. These enhance your site's credibility.
3. **Internal Links:** Links within your site that connect different pages. For example, a blog about the top reasons to install a level 2 charger at home should link to your service page about EV charger installation. This internal linking signals to Google which pages are most important.



## The Three Main Types of SEO

1. **On-Page SEO:** This involves optimizing the individual pages of your website for specific keywords. On-page SEO includes:

- Writing keyword-rich titles and descriptions.
- Structuring content with headings, internal links, and relevant keywords.
- Adding keywords to image file names and alt text to improve search visibility.

2. **Off-Page SEO:** Off-page SEO focuses on activities outside your website to improve its reputation and rankings. This includes:

- Building backlinks from other reputable websites, directories, and platforms like Google Business Profile.
- Listing your business on local directories (such as Yelp or Apple Business) to strengthen your online presence.

3. **Technical SEO:** This aspect ensures your website performs optimally. It involves:

- Improving site speed and mobile responsiveness.
- Securing your website with SSL certificates.
- Optimizing your site for easy crawling and indexing by search engines.

By focusing on content, user experience, and links, alongside the three main types of SEO, your electrical business can climb search rankings, attract more customers, and establish long-term growth.

## Chapter 7: Local Services Ads (LSAs)



LSAs are a relatively new addition to Google's suite of advertising tools, and they're perfect for electrical businesses. These ads appear at the very top of search results, even above traditional Google Ads. LSAs operate on a pay-per-lead model, meaning you only pay when a customer contacts you directly.

- **Google Guarantee Badge:** With LSAs, your business can earn a "Google Guaranteed" badge, boosting trust and credibility.
- **Verified Reviews:** Customers who contact you through LSAs and leave a review will have their reviews marked as "verified."

### **Pro Tip:** Assign an Internal Team Member to Manage Lead Disputes

It's important to designate a staff member within your company to handle feedback and dispute any leads that don't meet your service criteria. While your marketing agency can assist with overall strategy, this specific task requires intimate knowledge of your business operations and is best managed in-house. Having someone focused on this role ensures that you're not wasting resources on unqualified leads and helps you maintain the highest quality of incoming prospects.

[To get started with LSAs, go to this link and follow the set-up instructions.](#)



## Conclusion



Running an electrical business in Canada is hard work, and managing your online presence may feel like another challenge. But by leveraging Google Business Profile, Google Ads, SEO, and Local Services Ads, you can grow your business, attract more customers, increase revenue and maximize your profits.

If you need help managing your digital marketing efforts, consider working with an agency that specializes in these tools.

We're here to help you optimize your Google lead generation machine so you can focus on building your business.

